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**Date:** 5/30/2014

**GAIN Report Number:**

## China - Peoples Republic of

**Post:** Chengdu ATO

### Chengdu Delegates Visit Chicago Sweets and Snacks Expo 2014

**Report Categories:**

CSSF Activity Evaluation  
Trip Report  
Agricultural Trade Office Activities  
Trade Show Evaluation  
Promotion Opportunities  
Snack Foods  
Dried Fruit  
Tree Nuts  
Beverages  
Livestock and Products  
Dairy and Products  
Retail Foods

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**Report Highlights:**

From May 15-24, 2014, ATO Chengdu led a trade mission of 14 retail sector professionals to the

Sweets & Snacks Expo (SSE) in Chicago, Illinois, followed by business visits in California and New York. This was the delegation members' first visit to a professional show focusing exclusively on confectionery products. This show deepened their understanding of the U.S. candy and snack industry. Business-to-business meetings and retail tours introduced the delegation members to a large variety of U.S. snack food products. ATO Chengdu estimates projected sales over the next 12 months as a result of the mission will total \$250,000.

To access the full report, please contact [atochengdu@fas.usda.gov](mailto:atochengdu@fas.usda.gov)

**General Information:**